

THE TORRANCE HERALD WILL GROW WITH TORRANCE

To announce new ownership and to better acquaint the rapidly growing territory of Torrance with its leading newspaper, THE TORRANCE HERALD --- this issue is distributed to all of the homes in the area.

In most of these homes The Torrance Herald is an old and familiar friend and we hope to keep and nurture this relationship. Many of you are new residents of Torrance and, perhaps, are so busy with your own affairs that you haven't quite had time to catch the sincere spirit of the community or to realize you have located in what is certainly one of the finest communities in the United States.

Many changes and improvements are planned for the TORRANCE HERALD. There will be broader coverage of news events within the community and the outside world. Changes in this rapidly changing world call for changes in any institution so closely associated with the development of the community as the hometown newspaper.

THE TORRANCE HERALD will meet the challenge of progress. It will keep pace with the growth of the city. It intends to play its part in all of the great development in the years to come.

We invite you to become a regular reader of THE TORRANCE HERALD. You owe it to yourself and to the family budget to keep well informed on the vitally important aspects of community life that so seriously concern yourself and your family. You can do this conveniently and inexpensively by becoming a regular reader of THE HERALD.



THE TORRANCE HERALD

King Williams, Publisher